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Mayor Ballard, Local Entrepreneurs Turn Canal into “Lemonade”

Canal Colored Lemonade Yellow on Eve of Lemonade Day

INDIANAPOLIS – Mayor Ballard and local entrepreneurs turned the canal yellow today on the eve of Lemonade Day, to celebrate youth entrepreneurship. McAlister’s Deli donated lemonade for the event.

Lemonade Day was founded in Houston, TX in 2007 and brought to Indianapolis by local inventor and entrepreneur Scott Jones in 2010. Presented by TCU, Ice Miller and ChaCha, the Greater Indianapolis Area Lemonade Day is a free initiative designed to teach kids how to start, own and operate their own business – a lemonade stand. Last year, 20,000 kids participated.

“Lemonade Day is a fun way to teach kids about strategic decision-making, the value of money, and how to give back to their communities,” Mayor Ballard said. “It is my hope that these young entrepreneurs grow up to impact our city in big ways.”

Tomorrow, thousands of kids will open their own lemonade stands in their local neighborhoods, in Indy Parks and at local businesses. A sampling of participating lemonade stands will be advertised via the [Lemonade Day map](#), Angie’s List Band of Neighbors and Yelp.

“I’m excited to say this is our fifth year for Lemonade Day in Indianapolis. It gets more spectacular each year including the ‘lemonad-ing’ of the canal today,” Jones said. “Future entrepreneurs like first-grader Nathan, who won this year’s Best Stand and Best Pitch contests, are honing their entrepreneurial skills for a very bright future. A few weeks ago, Nathan made a pitch for ‘start-up funding’ for his lemonade stand that rivals many venture capital pitches I’ve seen from adults. There is no doubt in my mind that we’ll be hearing about these kids down the road, doing extraordinary things in our community and beyond.”

For more information about Lemonade Day please visit www.indianapolis.lemonadeday.org.

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